

ABSTRACT

DWI KURNIA SARI. SWOT Analysis On Value Chain In Developing Ancient Volcano Ecotourism In Nglanggeran Village Gunung Kidul District, Yogyakarta. Supervised by DWI AULIA PUSPITANINGRUM and SITI SYAMSIAR. The purposes of this research are: 1. To identify components of value chain system in barchart form, 2. To analyze the most powerfull component of value chain system (value chain) in Ancient Volcano ecotourism , 3. To get alternative strategy in developing Ancient Volcano ecotourism. The methods of research strategy used purposive method. Repondents is taken by using census method. To analyze the most powerfull component of value chain using added value approach. To examine alternative strategy using SWOT analysis. The results of this research showed that: Component of value chain sytem are Transpostation, Homestay, Ancient Volcano, Souvenir and Restaurant. The most powerfull components in value chain sytem is Ancient Volcano with percentage 49,54%. Strategy in developing Ancient Volcano ecotourism used SWOT analysis approach is aggresive strategy (quadrant I).

Key words : Value Chain, Ancient Volcano, SWOT, Strategy